

Abstract Of The Disclosure

A subscriber characterization system with filters in which the subscriber's selections are monitored, including monitoring of the time duration programming is watched, the volume at which the programming is listened to, and any available information regarding the type of programming, including category and sub-category of the programming. The raw subscriber selection data is then processed to eliminate data associated with irrelevant activities such as channel surfing, channel jumping, or extended periods of inactivity. The actual subscriber selection data is used to form program characteristics vectors. The programming characteristics vectors can be used in combination with the actual subscriber selection data to form a subscriber profile. Heuristic rules indicating the relationships between programming choices and demographics can be applied to generate additional probabilistic subscriber profiles regarding demographics and programming and product interests.

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